

PICK UP ~~7~~

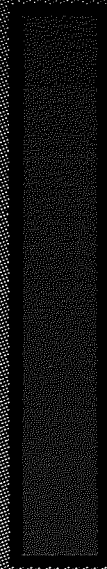
NDBAS9

Internet Strategy: Using the Internet to subvert Proprietary Services

Brewster Kahle
Sept 1, 1995
DRAFT presentation

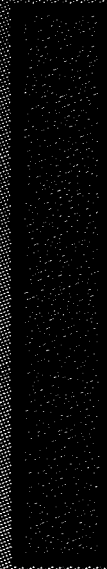
Current Online Services

IPs



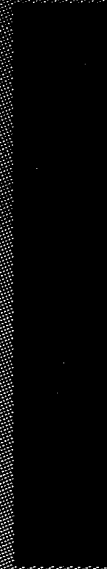
Prodigy

IPs



CompuServe

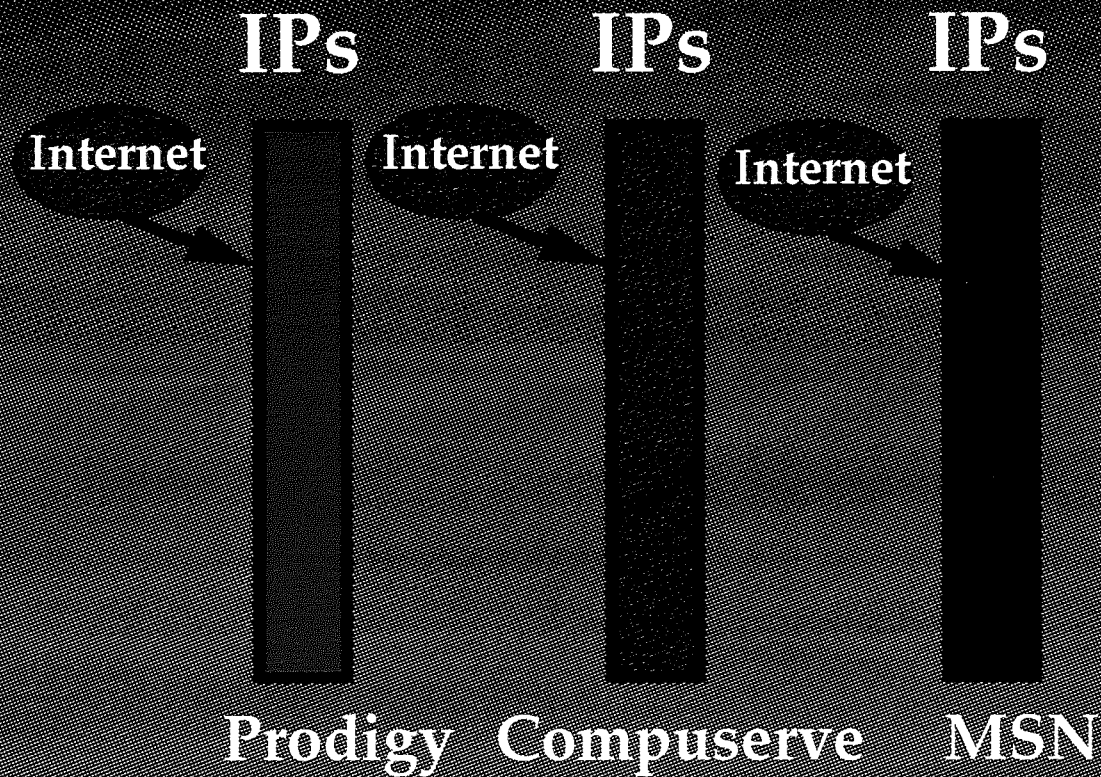
IPs



MSN

◇ Proprietary and Exclusive

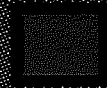
Old Strategy: Window on the Net



24

AOL Integrates with the Net

IPs



IPs

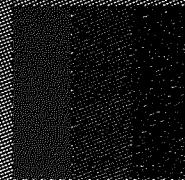


IPs



Internet

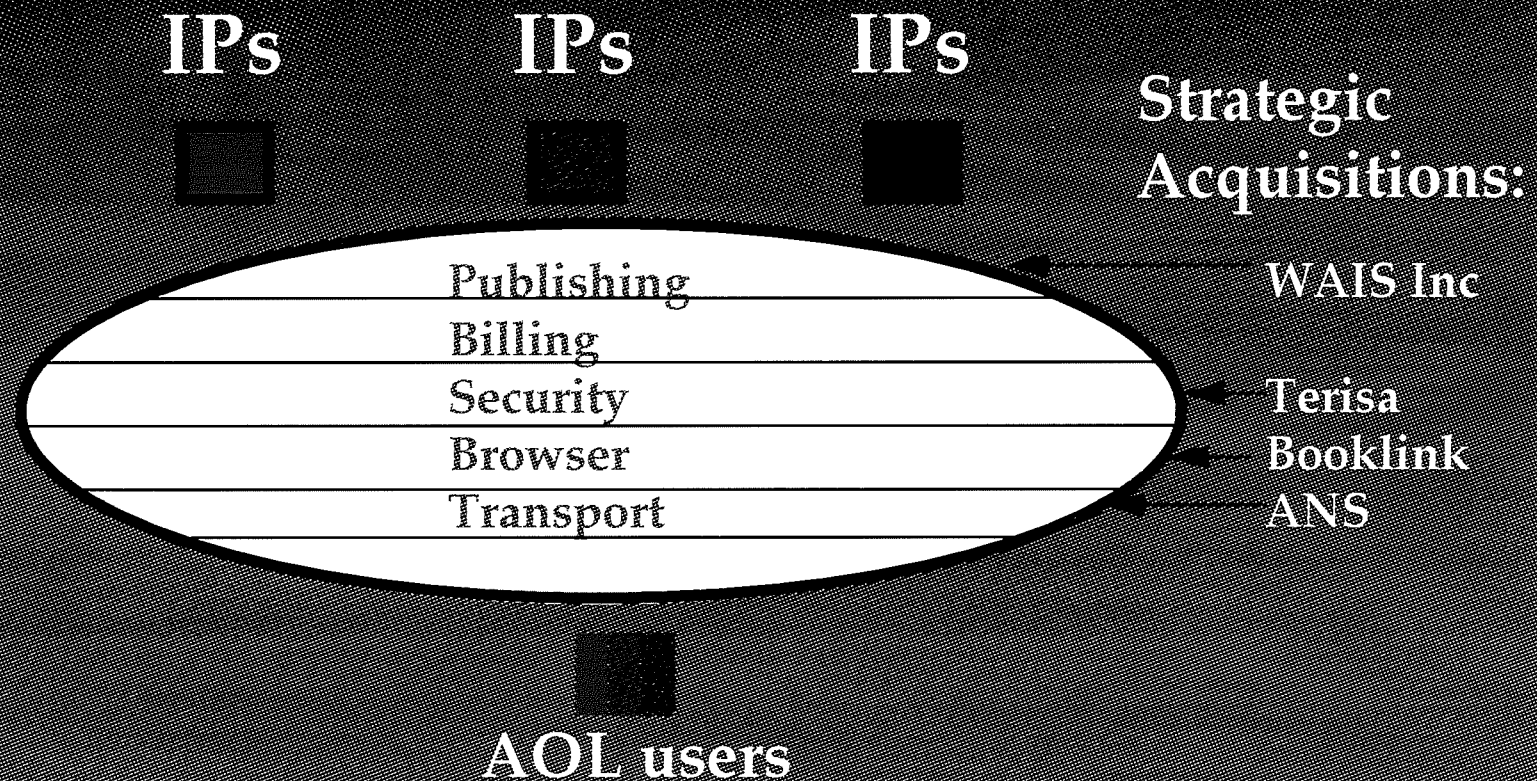
Web, Email, Netnews, Gopher, WAIS



AOL users

? acquire, license,
or build?
Good vision.

AOL as Driver of the Net



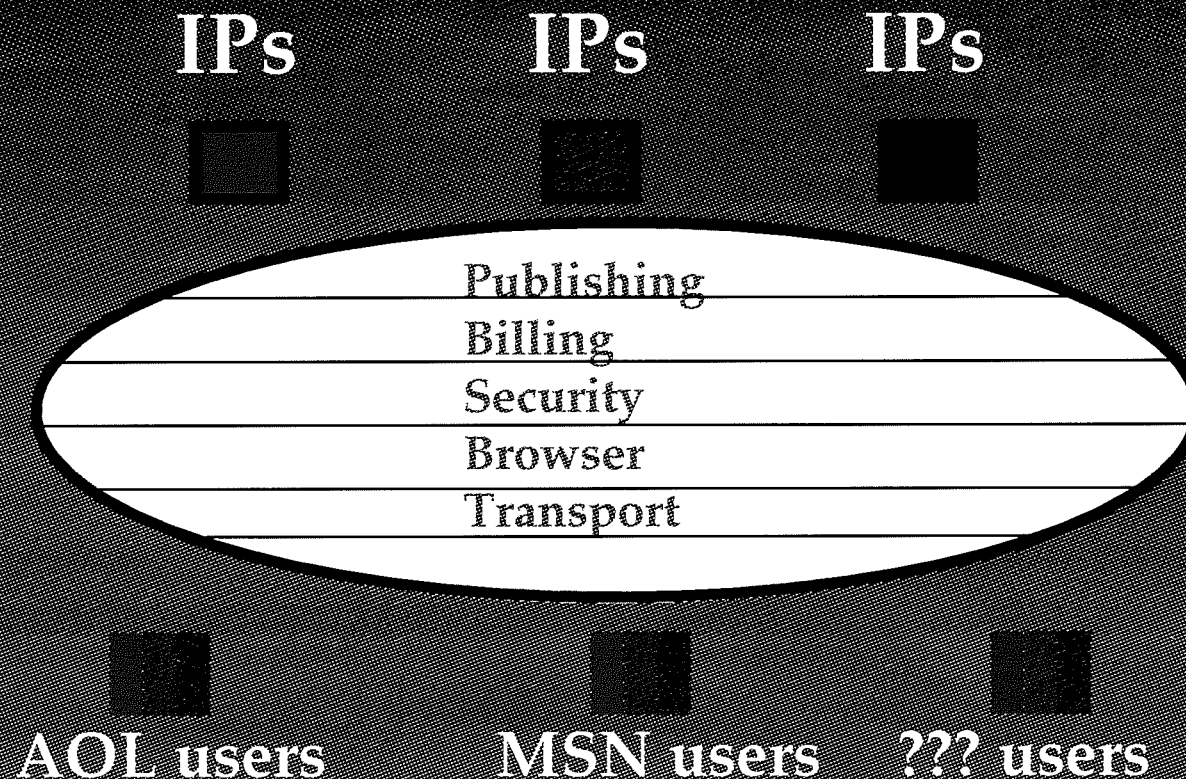
◇ Open Systems can be Shaped

why not use
MSH / Notary?
solution?

2
— 0

— ~~transcend~~ boundaries
proprietary

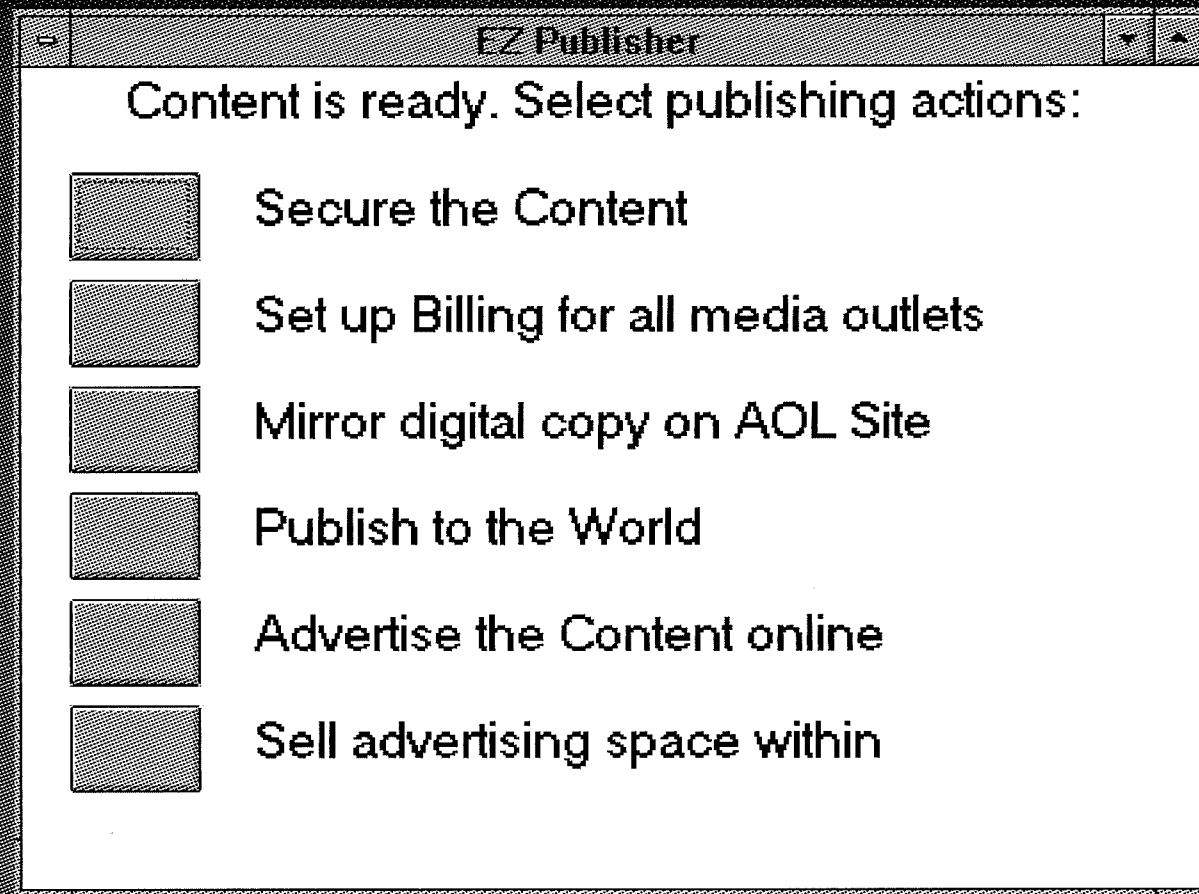
Forces Others to the Open Platform



- ◇ AOL Programming Adds Value
- ◇ IPs get maximum distribution

Public DOL site on
CAMP,

GNN Publishing



Does it? How?

What about \$\$?

Payoffs in Driving the Net

- ◇ Pushing standards decreases Time to Market
- ◇ We take the moral high ground (Openness)
- ◇ We force our competitors to bring their content into the open

Proprietary
Solutions
fail?
or change

When will Open win over Proprietary?

Milestones to watch for:

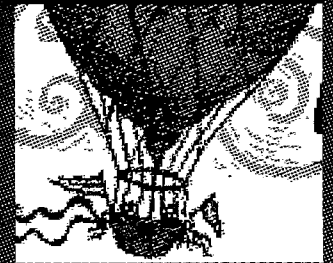
- ◇ Microsoft announcing it will open MSN modules
- ◇ Microsoft actually opens MSN modules
- ◇ Open systems companies get funded
- ◇ Open systems companies band together
- ◇ Analysts/Wall Street focus on these Open Systems companies

Strategic Actions for AOL

- ◇ Push GNN Service
- ◇ Use GNN to builds open Internet infrastructure. E.g.:
 - ◇ Content Aggregation
 - ◇ Billing Services
 - ◇ Game Hosting and ticketing
- ◇ Push Open Standards aggressively

Searches on
Server 3

My Plans for GNN



- ◇ Oct 1 1995: Financial and Technical Plan
- ◇ Oct 7 1995: Plan Funded
- ◇ Oct 10 1995: GNN Initial Service Launched
- ◇ Jan 1 1996: Core team built with partnerships throughout AOL
- ◇ Mar 1 1996: Launch next generation Web Searcher
- ◇ ...

aint gonna
buy it

What I need now

- ◇ Ok to do my plan
- ◇ Suspend dismanteling of WAIS Inc
- ◇ Need support from you guys to talk with your people
- ◇ Need to talk out-of-house about this
- ◇ Not to be surprised when it will take ~100 people to realize the plan